AMENDMENTS TO THE SPECIFICATION

Please replace, it its entirety, paragraph 25 (found on pages 10-11 of the application) with the following re-written paragraph:

[0025] Referring to FIGURE 1, campaign ad process 100 will be explained as one embodiment of the current invention. Client 101 contacts a media director to discuss a potential ad campaign. Media director 102 uses campaign management tool (CMT) software resident on the agency system 104 to create a job order. This job order is also kept in campaign management tool 104 which enters the job order into database 105. Campaign management tool 104 working with DPX server 106 uses the information contained in database 105 to create TASKLET 107, or another type of mobile agent, which client 101 views using personal peer machine 108. Client 101 may suggest changes to the job order created by media director 102 and may interact with media director 102 to update the job order via TASKLET 107. Once the job order is agreed to, client 101 approves TASKLET 107 and sends the approved TASKLET or third mobile agent as a buy authorization form to DPX server 106. This accepts the proposed job order. In response, DPX server 106 updates database 105. DPX server 106 and 111 may be distributed across one or more machines in various configurations.

Please replace, in its entirety, Paragraph 26 (found on page 11 of the application) with the following re-written paragraph:

[0026] Media director 102 may desire research data to determine the effectiveness of the job order. In this case, media director 102, again using client machine 103, indicates to ~~client~~ campaign management tool 104 that research data is desired using TASKLET 109 and/or 114. Research information, planning information, or similar information from third party application 110 is sent to campaign management tool 104 and stored in database 105. Media director 102 may then access, via client machine 103 and campaign management tool 104, the information contained in database 105 to update the proposed job order. Each of these steps take place during Stage 1, profiling, of the overall campaign ad process.

Please replace, in its entirety, Paragraph 28 (found on pages 11-12 of the application) with the following re-written paragraph:

[0028] Vendors #1 and #2 review the respective TASKLETS 112 and 113 which may include media availability, price information, types of ads, ad placement, length of ads, etc. and use this information to determine prices and availability to be sent back to the CMT 104. TASKLETS 112 and 113 are updated by vendors #1 and #2 and returned, and are then processed to create a media campaign proposal by DPX server 111 working with campaign management tool 104. Note that the TASKLETS also support iterations to allow for negotiations between the media buyer and vendor. Using the information contained in TASKLETS 112 and 113, campaign management tool 104 creates a new TASKLET or mobile agent such as a fourth mobile agent 107 representing the media campaign proposal which is transmitted to client 101. Client 101 reviews the media campaign proposal contained in TASKLET and, possibly, after interaction with the media director, accepts the media campaign proposal via a TASKLET 107 or fifth mobile agent to create a finalized contact which is sent back to DPX server 106, which works with campaign management tool 104 to generate a new TASKLET, representing media buy confirmations and which are sent to the selected vendors.

Please replace, in its entirety, Paragraph 29 (found on page 12 of the application) with the following re-written paragraph:

[0029] Once the media buy confirmations via TASKLET 112 & 113 are sent to the selected vendors, the vendors prepare to run the associated ads. This may require no advance payment or payment by the client for a portion or all of the fees or costs. Selected vendors may also report the receipt of the media buy confirmation with a response and once the ads are run may return an ad run confirmation sent via TASKLET 112 and/or 113 or a sixth mobile agent.

Please replace, in its entirety, Paragraph 30 (found on page 12 of the application) with the following re-written paragraph:

[0030] Ad run confirmation may also be accomplished by use of a TASKLET such as 112 or 113 or seventh mobile agent which may travel from media director to vendor site collecting information confirming ad placement. Further, the TASKLET may solicit information from independent verification sources including media monitoring agencies to confirm that all ads had been properly placed in run. Thus, for example, the confirmation TASKLET may be generated by campaign management tool 104 and DPX server 111 which is made available or

sent to personal peer 112 and personal peer 113 to confirm ad placement and running. Although not shown, another TASKLET may be established or a mobile agent created to visit and interact with a third party media verification system which monitors the media utilized by the ad campaign.

Please replace, in its entirety, Paragraph 32 (found on pages 12-13 of the application) with the following re-written paragraph:

[0032] FIGURE 2 shows the flow of steps required to implement a media buying process supported by the invention. Initially, in step 201, a media director discusses and finalizes a job order with a client so that the client can, via a TASKLET 107 (Figure 1), return a buy authorization form resulting in a buy order authorization form creation. In step 202, ~~Once~~ once the buy authorization form is created, the media director can negotiate rates and spots with vendors 1 and 2, again via a TASKLET and/or mobile agent such as 112 and/or 113 (Figure 1). ~~that in~~ In particular, the media director may research data in response to the authorization form and send the vendor's data pertaining to the campaign via the TASKLET 109 (Figure 1). In step 203, ~~Again,~~ the vendors again respond using the TASKLET 112 and or 113 (Figure 1) so that a campaign proposal is finalized with the client and media director. In step 204, ~~Once~~ once finalized, if the contract allows confirmation and booking of orders placed with the vendors and any advance or pre-payments are sent to the vendors via an appropriate TASKLET 112 and/or 113 (Figure 1). In step 205, ~~for~~ for example, the TASKLET 112 and/or 113 (Figure 1) may include payment information so that the vendor can receive pre-payments allowing them to place and run the requested spots.

Please replace, in its entirety, Paragraph 33 (found on page 13 of the application) with the following re-written paragraph:

[0033] FIGURE 3 shows an alternate embodiment of the invention in which a vendor, instead of having a personal peer, includes a DPX server 301. Thus, instead of the vendor accepting a TASKLET and interacting directly with that TASKLET such as TASKLET 113 (Figure 1) as provided by the campaign management tool and DPX server, the vendor maintains its own DPX server behind its firewall, interacting with internally generated TASKLETS 302 to

review and accept orders. Note that TASKLETS 303 are still used to interact between the campaign management tool DPX server 304 and the DPX server of the vendor 301.

Please replace, in its entirety, Paragraph 37 (found on page 14 of the application) with the following re-written paragraph:

[0037] While the foregoing has described what are considered to be preferred embodiments of the invention, it is understood that various modifications may be made therein and that the invention may be implemented in various forms and embodiments, and that it may be applied in numerous applications, only some of which have been described herein. It is intended by the following claims to claim all such modifications and variations which fall within the true scope of the invention. Note that while the invention has been described as using a ~~consilient~~ CONSILIENT™ platform, other platforms such as ~~adobe~~ ADOBE™, ~~acrobat~~ ACROBAT™, ~~zaplet~~ ZAPLET™ and similar platforms may be used without varying from the scope of the invention.

Please delete, in its entirety, Paragraph 38 (found on pages 14-15 of the application).